

	Type	L #	Hits	Search Text	DBs	Time Stamp
1	B R S	L1	730	725/42 725/32-36.ccls.	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:34
2	B R S	L2	38012	(advertisement ad commercial banner) WITH (blueprint format shell form template)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:37
3	B R S	L3	5376	2 SAME (stor\$3 memory cache RAM download\$3 transmission delivery buffer)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38
4	B R S	L4	124	1 AND 3	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38
5	B R S	L5	48	4 AND ((@ad <= "19990630") or (@rlad <= "19990630"))	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38
6	B R S	L6	39576	(advertisement ad commercial banner) WITH (custom blueprint format shell form template)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38
7	B R S	L7	5661	6 SAME (stor\$3 memory cache RAM download\$3 transmission delivery buffer)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38

	Type	L #	Hits	Search Text	DBs	Time Stamp
8	B R S	L8	130	1 AND 7	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38
9	B R S	L9	49	8 AND ((@ad <= "19990630") or (@rlad <= "19990630"))	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:38

	Type	Hits	Search Text	DBs	Time Stamp
18	B R S	291	(advertisement ad commercial banner) NEAR3 (template)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:05
19	B R S	288179	((('set top' user CATV satellite cable network) NEAR2 (device box terminal)) STT STB	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 05:59
20	B R S	335371	((('set top' user customer subscriber CATV satellite cable network) NEAR2 (device box terminal receiver decoder)) or STT or STB	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:01
21	B R S	0	((advertisement ad commercial banner) NEAR3 (template)) SAME ((stor\$3 memory cache RAM) WITH (((('set top' user CATV satellite cable network) NEAR2 (device box terminal)) STT STB)) WITH (download\$3 transmission deliver\$3 sent))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:02
22	B R S	6	((advertisement ad commercial banner) NEAR3 (template)) AND ((stor\$3 memory cache RAM) WITH (((('set top' user CATV satellite cable network) NEAR2 (device box terminal)) STT STB)) WITH (download\$3 transmission deliver\$3 sent))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:06
23	B R S	38012	(advertisement ad commercial banner) WITH (blueprint format shell form template)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:34

	Type	Hits	Search Text	DBs	Time Stamp
24	B R S	39576	(advertisement ad commercial banner) WITH (blueprint format shell form template	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:06
25	B R S	281	((advertisement ad commercial banner) WITH (blueprint format shell form template custom)) AND ((stor\$3 memory cache RAM) WITH (((('set top' user CATV satellite cable network) NEAR2 (device box terminal)) STT STB)) WITH (download\$3 transmission deliver\$3 sent))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:35
26	B R S	83	((advertisement ad commercial banner) WITH (blueprint format shell form template custom)) AND ((stor\$3 memory cache RAM) WITH (((('set top' user CATV satellite cable network) NEAR2 (device box terminal)) STT STB)) WITH (download\$3 transmission deliver\$3 sent))) AND ((@ad <= "19990630") or (@rlad <= "19990630"))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:34
27	B R S	173	725/42	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 09:33
28	B R S	79	725/42 AND ((@ad <= "19990630") or (@rlad <= "19990630"))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:29

	Type	L #	Hits	Search Text	DBs	Time Stamp
1	B R S	L1	291	(advertisement ad commercial banner) NEAR3 (template)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:05
2	B R S	L2	288179	(( 'set top' user CATV satellite cable network) NEAR2 (device box terminal)) STT STB	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 05:59
3	B R S	L3	335371	(( 'set top' user customer subscriber CATV satellite cable network) NEAR2 (device box terminal receiver decoder)) or STT or STB	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:01
4	B R S	L4	0	1 SAME ((stor\$3 memory cache RAM) WITH (2) WITH (download\$3 transmission deliver\$3 sent))	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:02
5	B R S	L5	6	1 AND ((stor\$3 memory cache RAM) WITH (2) WITH (download\$3 transmission deliver\$3 sent))	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:06
6	B R S	L6	38012	(advertisement ad commercial banner) WITH (blueprint format shell form template)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:06
7	B R S	L7	39576	(advertisement ad commercial banner) WITH (blueprint format shell form template custom)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:06

	Type	L #	Hits	Search Text	DBs	Time Stamp
8	B R S	L8	281	7 AND ((stor\$3 memory cache RAM) WITH (2) WITH (download\$3 transmission deliver\$3 sent))	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:06
9	B R S	L9	83	8 AND ((@ad <= "19990630") or (@rlad <= "19990630"))	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB	2004/05/21 06:27

US-PAT-NO: 5774170

DOCUMENT-IDENTIFIER: US 5774170 A

TITLE: System and method for delivering  
targeted advertisements  
to consumers

----- KWIC -----

Application Filing Date - AD (1):

19941213

Brief Summary Text - BSTX (51):

In a second preferred embodiment of the system and process in accordance with the invention, an individually addressable digital recording device (RD) with a unique address is installed at the display site in the television receiver, VCR, display device set-top-box or modular decoder associated with the video provider (cable, DBS, telephone, etc.). CID codes chosen for a particular display site (consumer) are transmitted to and stored in an in-home storage at the display site. Commercials are subsequently transmitted to the in-home storage device with sufficient capacity to hold one or more commercials prior to display. The commercials could be in analog form, but it is more efficient of transmission and storage capacity to digitize and compress the commercials prior to transmission and storage. Attached to each commercial are codes indicating the conditions and rules required to display the commercial, e.g., date, day-part, network, program context, etc. The codes of the commercials transmitted are first compared to the codes previously stored. The

commercial transmitted that is found to match is stored in the storage at the display site. Note that the CIDs and display rules would be stored in a storage known as an Ad Queue in the commercial processor.

Detailed Description Text - DETX (7):

Commercials are received on a suitable media such as optical or magnetic tape or disks or via satellite and then locally recorded. These commercials are then reproduced via a playback device 102 which conveys the signals via electrical and/or optical connection 104 to a commercial processor 106. The commercial processor 106 prepares the commercial for use in the system and process of this invention. In its simplest form, the commercial processor merely appends the appropriate CID code created in the Commercial CID code Generator 112 and conveyed by electrical and/or optical connection 114. In other applications, the commercial is also converted to digital form. In still other applications the digitized commercial is further processed to reduce signal redundancy and compress it so that it requires less memory to store and less time and capacity to transmit. A number of methods are known to those skilled in the art for accomplishing this. Two examples very well known are the Motion Pictures Experts Group (MPEG) system of compression of video and audio and the DigiCipher method developed and patented by General Instrument Corporation. The processed commercials are conveyed by electrical and/or optical connection 108 to a Recording Device 110 for later playback at a suitable time in the Processed Commercials Playback Device 146. Such recording and playback devices for analog or digital video and/or audio segments are well known in the industry. When played back in the Playback



Device 146 the signals are conveyed by electrical and/or optical connection 148 to a Signal Combiner and Modulator and Transmitter 144 which combines it with other signals and prepares it for conveyance to the Ad Transmission Facility 200 of FIG. 1. As previously described, the signal is conveyed by electrical and/or optical connection 101, or by radio transmission using antenna 103, or by satellite transmission using antenna 105, or by physical means 107 such as optical or magnetic tapes or disks or other suitable means. Electrical and/or optical connection 114 also conveys the Commercial CID Code to an Optional Directory of CID Codes Generator 140 which compiles all the CID Codes required for operation of this invention in a summary form and conveys them by electrical and/or optical connection 142 to the Signal Combiner and Modulator and Transmitter 144.

Current US Original Classification - CCOR (1):

725/34

Current US Cross Reference Classification - CCXR (1):

725/35

US-PAT-NO: 5892535

DOCUMENT-IDENTIFIER: US 5892535 A

TITLE: Flexible, configurable, hierarchical  
system for distributing programming

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Application Filing Date - AD (1):

19961213

Brief Summary Text - BSTX (23):

Unfortunately, however, a digitized video image, let alone full motion video, can generate a rather large data file, often in excess of several megabytes of bit-mapped data per frame. Since full motion NTSC (National Television Standards Committee) video requires 30 frames/second, an advertisement lasting 30 seconds to one minute, a program lasting 30 minutes or more, or a movie lasting 1-2 hours or more, will require a corresponding video file that has an enormous amount of data, particularly if stored in simple bit-mapped form. Storage of such a bit-mapped file could still prove costly even at current and anticipated near term costs per megabyte.

Related Application Filing Date - RLFD (1):

19960508

Current US Original Classification - CCOR (1):

725/36

DOCUMENT-IDENTIFIER: US 20030145323 A1

TITLE: Targeted advertisement using  
television viewer information

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Current US Classification, US Primary Class/Subclass - CCPR  
(1):  
725/34

Current US Classification, US Secondary Class/Subclass -  
CCSR (1):  
725/35

Continuity Related Application Date - RLFD (2):  
19980403

Continuity Related Application Date - RLFD (3):  
19980403

Continuity Related Application Date - RLFD (4):  
19961023

Continuity Related Application Date - RLFD (5):  
19961023

Continuity Related Application Date - RLFD (6):  
19931202

Continuity Related Application Date - RLFD (7):  
19931202

Continuity Related Application Date - RLFD (8):

19921209

Detail Description Paragraph - DETX (14):

[0095] The operations center 202 performs two primary services, packaging television programs, and advertisements, and generating the program control information signal. At the operations center 202, television programs and advertisements are received from external program sources in both analog and digital form. FIG. 2 shows an embodiment of the operations center receiving signals from various external sources 212. Examples of the external program sources are sporting events, children's programs, specialty channels, news or any other program source that can provide audio or visual signals. Advertisements are provided by individual advertisers and include commercials, infomercials and promotions that may air during or between airings of television programs. Once the television programs and advertisements are received from the external program sources and from the advertisers, the operations center 202 digitizes (and preferably compresses) any program signals received in analog form. The operations center 202 may also maintain an internal storage of programs. The internally stored programs may be in analog or digital form and stored on permanent or volatile memory sources, including magnetic tape or RAM. Subsequent to receiving programming, the operations center 202 packages the programs into the groups and categories, which provide the optimal marketing of the programs to subscribers. For example, the operations center 202 may package the same programs into different categories and menus for weekday, prime-time viewing and Saturday afternoon viewing. Also, the operations center 202 packages the television programs in a manner

that enables both the various menus to easily represent the programs and the subscribers to easily access the programs through the menus.

Detail Description Paragraph - DETX (401):

[0480] The Split Screen method transmits multiple commercials on a single channel using a split screen technique; commercials being pre-recorded and prepared prior to transmitting to the set top terminal 220.

Although many commercials can be transmitted on a single channel, in the preferred form of the split screen method, only four commercials are shown. As the number of commercials increases the size and the amount of video information transmitted for each commercial decreases proportionately (i.e., 6, 8, 12, etc.). Using split screen methodology, either a masking technique or a scaling and repositioning of video technique must be used at the set top terminal 220 to show the ad. The masking and repositioning-scaling techniques are further defined in U.S. Pat. No. 5,990,927 entitled, ADVANCED SET TOP TERMINAL FOR CABLE TELEVISION DELIVERY SYSTEMS, incorporated herein by reference. The scaling and repositioning technique produces better quality commercials, but requires expensive equipment at the set top terminal 220. The set top terminal 220 will perform audio switching with the split screen method to amplify the correct audio.